

**CLAIMS**

What is claimed is:

1. A system for processing a notification, said system comprising:
  - a memory area to store a notification received from a third-party content provider, said notification comprising routing information and content, said routing information including a broadcast alias;
  - one or more computing devices to enable delivery of the stored notification to a plurality of users based on the broadcast alias; and
  - a computer-readable medium storing computer-executable instructions to be executed on each of the computing devices to access the stored notification, determine a list of users associated with the broadcast alias for receiving the stored notification, and deliver the stored notification to the determined list of users.
2. The system of claim 1, wherein the plurality of computing devices comprises a master router and a plurality of worker routers, said master router to associate the stored notification with one of the plurality of worker routers.
3. The system of claim 1, wherein the memory area comprises a plurality of databases.
4. The system of claim 1, further comprising a computer-readable medium having stored thereon a data structure, said data structure being associated with an application programming interface, said data structure comprising:
  - a broadcast list identifier associated with the broadcast alias; and
  - a list of users associated with the broadcast list identifier.
5. The system of claim 4, further comprising a broadcast list table to associate the broadcast list identifier with a member table, said member table to store the list of users associated with the broadcast list identifier.

6. The system of claim 1, further comprising a user profile database to store user routing preferences, wherein the instructions, when executed by the computing devices, route the stored notification to the users on the determined list based on user routing preferences corresponding thereto stored in the user profile database.

7. The system of claim 1, wherein the instructions, when executed by the computing devices, deliver the stored notification by sending the stored notification and the determined list of users to a third-party gateway, said third-party gateway to deliver the stored notification to each of the users on the determined list.

8. A method for processing a notification, said method comprising:  
receiving a data packet representing a notification, said data packet comprising routing information, said routing information including a broadcast alias;  
determining a list of recipients associated with the broadcast alias to receive the data packet; and  
delivering the received data packet to the determined list of recipients.

9. The method of claim 8, further comprising populating an activity queue with the received data packet.

10. The method of claim 9, further comprising accessing the activity queue to obtain the stored data packet.

11. The method of claim 8, wherein determining the list of recipients comprises:  
retrieving a broadcast list identifier from a broadcast list table via the broadcast alias; and  
identifying one or more recipients associated with the broadcast list identifier by accessing a member list table, said one or more recipients representing the list of recipients.

12. The method of claim 8, wherein receiving the data packet comprises receiving the data packet including time-sensitive content.

13. The method of claim 8, wherein delivering the received data packet comprises sending the received data packet and the determined list of recipients to a third-party gateway for delivering the received data packet to each of the recipients on the determined list.

14. The method of claim 8, wherein delivering the received data packet to the determined list of recipients comprises delivering the received data packet to computing devices associated with each recipient on the determined list.

15. The method of claim 14, wherein the computing devices include one or more of the following: a cellular telephone, a pager, a handheld computing device, and a smart personal object.

16. The method of claim 8, wherein delivering the received data packet comprises delivering the received data packet via one or more transport mediums.

17. The method of claim 16, wherein the transport mediums include one or more of the following: electronic mail, instant messaging, and mobile short-message-service messaging.

18. One or more computer-readable media having computer-executable instructions for performing the method recited in claim 8.

19. One or more computer-readable media having computer-executable components for processing a notification, said components comprising:

an interface component for receiving a data packet representing a notification, said data packet comprising routing information, said routing information including a broadcast alias;

an address component for determining a list of recipients associated with the broadcast alias to receive the data packet; and

a broadcast component for delivering the received data packet to the determined list of recipients.

20. The computer-readable media of claim 19, wherein the address component determines the list of recipients by retrieving a broadcast list identifier from a broadcast list table via the broadcast alias and identifying one or more recipients associated with the broadcast list identifier by accessing a member list table, said one or more recipients representing the list of recipients.

21. The computer-readable media of claim 19, wherein the interface component receives the data packet having time-sensitive content.

22. The computer-readable media of claim 19, wherein the broadcast component delivers the received data packet by sending the received data packet and the determined list of recipients to a third-party gateway, said third-party gateway delivering the received data packet to each of the recipients on the determined list.

23. A method comprising:

accessing a memory area storing a notification received from a third-party content provider, said notification comprising routing information and content, said routing information including a broadcast alias;

determining a list of recipients associated with the broadcast alias to receive the stored notification; and

effecting the delivery of the received notification to each of the recipients on the determined list.

24. The method of claim 23, wherein effecting the delivery comprises transferring the received notification and the determined list of recipients to a third-party gateway for delivering the received notification to each of the recipients on the determined list.

25. The method of claim 23, wherein accessing the memory area includes receiving a data packet storing the notification.

26. The method of claim 23, wherein accessing the memory area comprises accessing the memory area storing the notification, said notification including time-sensitive content.

27. The method of claim 23, wherein accessing the memory area comprises accessing the memory area storing the notification, said notification including event-driven content.

28. The method of claim 23, wherein effecting the delivery comprises effecting the delivery of the received notification via one or more transport mediums.

29. The method of claim 28, wherein the transport mediums include one or more of the following: electronic mail, instant messaging, and mobile short-message-service messaging.

30. The method of claim 23, wherein accessing the memory area comprises accessing the memory area storing the notification, said notification including content including one or more of the following: a daily news update, breaking news, a weather forecast, or a traffic report.

31. One or more computer-readable media having computer-executable instructions for performing the method of claim 23.

32. A web service for processing a notification, said web service comprising:  
a memory area storing a notification received from a third-party content provider,  
said notification comprising routing information and content, said routing information including a broadcast alias;

one or more computing devices enabling delivery of the stored notification to a plurality of users based on the broadcast alias; and

computer-executable instructions executing on each of the computing devices to access the stored notification, determine a list of users associated with the broadcast alias for receiving the stored notification, and deliver the stored notification to the determined list of users.

33. The web service of claim 32, further comprising a computer-readable medium having stored thereon a data structure, said data structure being associated with an application programming interface, said data structure comprising:

a broadcast list identifier associated with the broadcast alias; and  
a list of users associated with the broadcast list identifier.

34. The web service of claim 33, further comprising a broadcast list table associating the broadcast list identifier with a member table, said member table storing the list of users associated with the broadcast list identifier.

35. The web service of claim 32, wherein the memory area stores the notification, said notification including time-sensitive content.

36. The web service of claim 32, wherein accessing the memory area comprises accessing the memory area storing the notification, said notification including event-driven content.

37. The web service of claim 32, wherein accessing the memory area comprises accessing the memory area storing the notification, said notification including content including one or more of the following: a daily news update, breaking news, a weather forecast, or a traffic report.

38. The web service of claim 32, wherein the computing devices execute the computer-executable instructions to deliver the stored notification by sending the stored notification and the determined list of users to a third-party gateway, said third-party gateway delivering the stored notification to each of the users on the determined list.